

The 2006 Winter Olympics: business opportunities with the Turin Olympics Organizing Committee

The next edition of the Winter Olympic Games will take place in Turin, Italy from Feb. 10th to Feb. 26th, 2006. The Turin Olympics Organizing Committee (TOROC) suggests that US firms interested in Olympics-related business opportunities pursue the following channels:

- 1) US firms still have a chance to supply TOROC with the products and services included on the following list, provided that the firms agree to become sponsors to the Games for those products and service categories. A sponsorship agreement will provide worldwide visibility to a firm and may entail a cash or "value in kind" contribution from the firm to TOROC:

Product	Sector
suits/casual clothes	apparel
eyewear	apparel
luggage	apparel
designer footwear	apparel
intimate apparel	apparel
hotel	accommodations and travel
real estate agencies	accommodations and travel
milk: fresh or UTH	food/beverage
aperitifs	food/beverage
coffee (beans)	food/beverage
tea in leaves	food/beverage
oil	foodstuffs
parmesan cheese	foodstuffs
rice	foodstuffs
sweet snacks/ chocolates	foodstuffs
cheese	foodstuffs
cold meats and salami	foodstuffs
bread and bread products	foodstuffs
fresh/dry pasta	foodstuffs
yogurt	foodstuffs
cookies	foodstuffs
tuna fish	foodstuffs
candies/chewing gums	foodstuffs
sauces/mayonnaise	foodstuffs
jam	foodstuffs
seasoning/spices/soup cubes	foodstuffs
canned meat	foodstuffs
cereals	foodstuffs
breakfast snacks	foodstuffs
honey	foodstuffs
salty snacks/crisps	foodstuffs
pickles/in oil vegetables	foodstuffs
soups/ ready-to-cook pasta	foodstuffs
canned fruits/vegetables	foodstuffs
ice creams	foodstuffs

sugar	foodstuffs
baby food	foodstuffs
sausage	foodstuffs
furnishing fabrics	furniture
electrical household appliances	furniture
home lighting	furniture
audio-visual production for events	media and entertainment
flags	media and entertainment
paper	media and entertainment
stationery/office equipment	media and entertainment
books and multimedia	media and entertainment
music events	media and entertainment
stickers/self-adhesive materials	media and entertainment
pennants	media and entertainment
seats, benches, scaffolds	building
large tents and covers	building
nets and barriers	building
maintenance and fixing equipment	building
cement and building material	building
steel	building
facility management	building
personal care products	personal care
perfumes and cosmetics	personal care
shaving products	personal care
paper products for personal care	personal care
toothpaste and teeth cleaning equipment	personal care
glass	giftware
high tech retail chains	retail distribution
sports retail chains	retail distribution
retail chains, general (supermarkets, consumer goods)	retail distribution
fuel and gas oil	energy
electricity	energy
liquid gas (GPL)	energy
electric cables	energy
internet	IT
software	IT
IT distribution	IT
pharmaceutical products	drugs and medical care
first aid kits/orthopedic equipment/bandages	drugs and medical care
natural dietary supplements	drugs and medical care
cleaning services	cleaning
detergents	cleaning
waste management	cleaning
automotive components	transportation
air transports	transportation
highway network	transportation
motorcycles	transportation
tires	transportation

RVs	Transportation
accessories for motorcycles	Transportation
sea transport	Transportation
bicycles	Transportation
ski equipment	not included in the above categories
toys	not included in the above categories
child care products (age 0-3)	not included in the above categories

- 2) For procurement needs that are worth over 100,000 Euros, TOROC also normally publishes a tender on its website. US firms are therefore advised to periodically check the following page on the TOROC website:

<http://www.torino2006.org/comitato/content.php?idm=100102>

- 3) TOROC also advises that another way for small and mid-size US companies to access Olympics-related opportunities could be to service the existing, large US sponsors or suppliers to the Games. For a list of those sponsors, please refer to the following page on TOROC's website:

<http://www.torino2006.org/comitato/content.php?idm=100103>

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